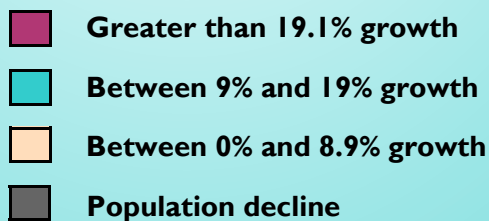
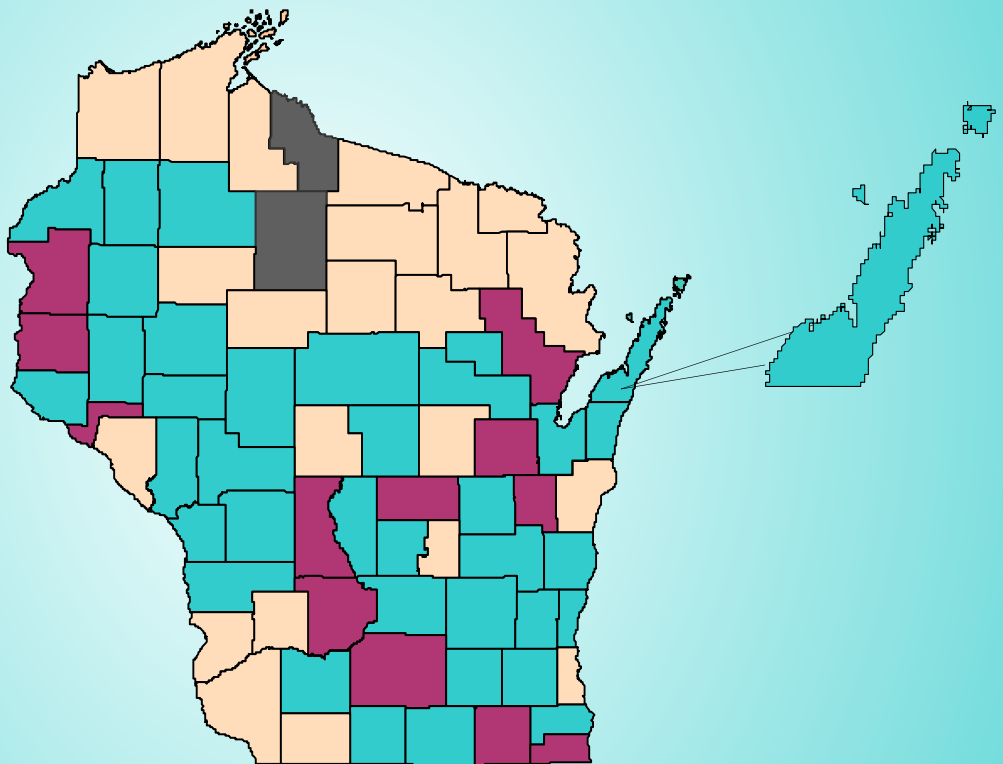


Door County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



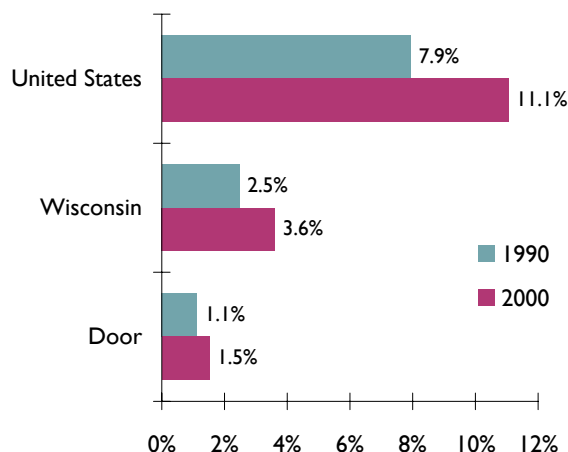
County Population

While the growth rate for Door County's population grew at a slower pace between 1990 and 2000 than the State of Wisconsin and the U.S., it reversed that trend during the two years since then. The county's population has increased 2.4 percent since 2000, compared to 2.0 percent for the nation and 1.7 percent for the state.

Since the census, eight of the ten largest municipalities in the county have grown faster higher than the county. Although it did not have the largest percent increase, the largest actual increase was in the City of Sturgeon Bay, which increased by 2,018. The Town of Nasewaupsee had shown a decrease last year, but has reversed this in 2002.

The two sources of population growth are natural increase, which is the number of births minus the number of deaths, and net migration, which counts the number of residents moving into the county and subtracts the number moving out of the area. All of the County's growth since the census has been from people moving to the county. Immigration plays an important role in the growth of the county as a large portion of the residents in the county are past the prime age of starting a family. If the county relied on natural increase, the county's population would be decreasing. This trend is not new and goes back to before the 1990 census.

Share of Foreign-born Residents

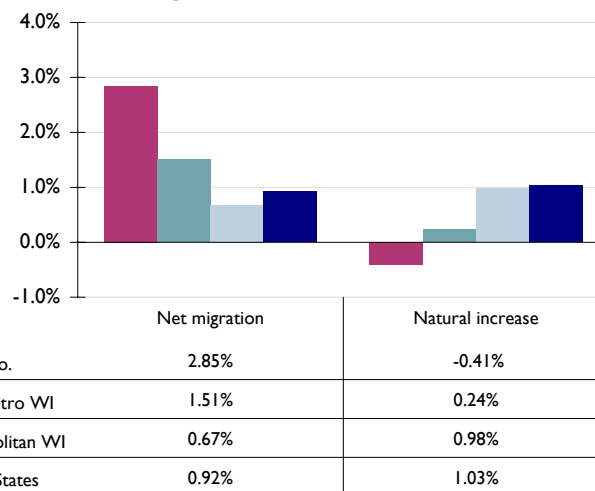


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Door County	27,961	28,641	2.4%
Largest Municipalities			
Sturgeon Bay, City	9,437	9,655	2.3%
Sevastopol, Town	2,667	2,733	2.5%
Liberty Grove, Town	1,858	1,905	2.5%
Nasewaupsee, Town	1,873	1,883	0.5%
Egg Harbor, Town	1,194	1,272	6.5%
Gardner, Town	1,197	1,229	2.7%
Brussels, Town	1,112	1,134	2.0%
Forestville, Town	1,086	1,124	3.5%
Gibraltar, Town	1,063	1,102	3.7%
Baileys Harbor, Town	1,003	1,030	2.7%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The median age in the county is 42.9 years. This is nearly eight years above the national average. It reflects the nature of the area as a retirement community. Many of the county's residents are past the prime childbearing age and a large number of the new residents are older and move to the area to retire either on a part-time or year round basis.

(Continued on page 2)

Door County Workforce Profile

Population Projections by Age Groups in Door County

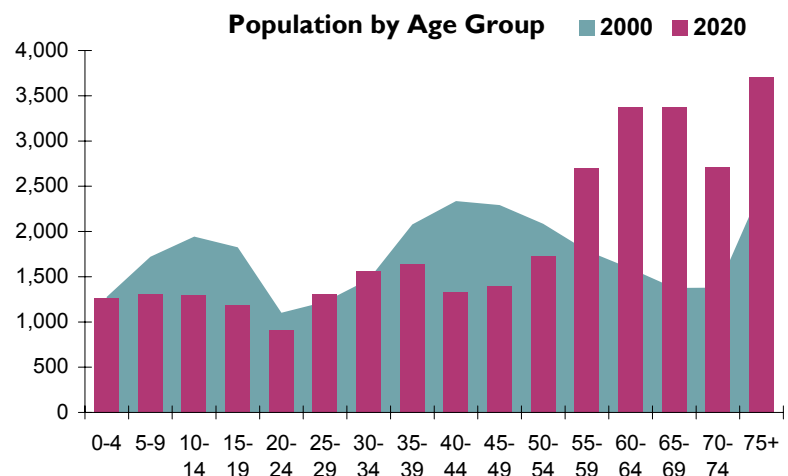
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	621	917	1,004	977	613	642	746	1,025	1,164	1,151	1,039	884	777	669	657	887
Female	656	803	939	848	489	582	724	1,052	1,172	1,140	1,045	904	812	707	723	1,592
2005																
Male	652	665	943	972	764	672	694	788	1,059	1,212	1,233	1,183	1,004	818	616	1,067
Female	624	703	826	860	656	564	623	756	1,091	1,239	1,271	1,210	1,026	847	687	1,698
2010																
Male	671	683	673	901	748	827	722	727	807	1,095	1,301	1,404	1,356	1,075	766	1,154
Female	642	654	712	747	655	741	599	646	778	1,149	1,382	1,472	1,389	1,084	824	1,728
2015																
Male	668	680	675	626	671	793	863	738	727	815	1,152	1,456	1,573	1,438	999	1,310
Female	638	651	646	627	551	726	765	607	650	804	1,258	1,563	1,655	1,449	1,035	1,836
2020																
Male	649	667	664	619	458	703	817	870	729	726	852	1,285	1,627	1,657	1,335	1,603
Female	619	637	636	563	457	607	742	768	605	667	881	1,419	1,743	1,716	1,375	2,104

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

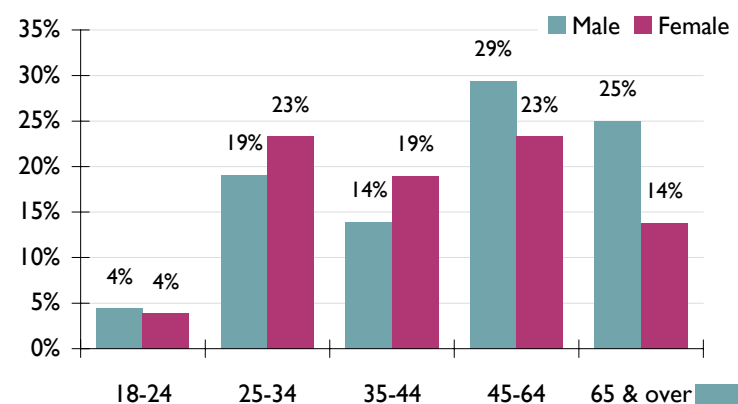
While the county has a growth rate that is solely dependant on people moving to the area, it is probably safe to say that the majority of the new residents are born in the United States as the percent of foreign-born has changed very little since 1990 and remains well below state and national levels.

The table on the top of this page shows that the number of workers reaching retirement age of 60 to 64 in 2005 exceeds the population of the 15 to 19 year old age group. This is the general age that workers enter the labor force. While it is not necessarily true that workers retire at age 65, it is an indication that the county will not be able to support an expanding economy, as the pool of prime-aged workers is beginning to decline. This is emphasized further with the chart on the right that shows a much larger portion of the population reaching retirement ages by 2020.

A trend in the state and nation is the higher percent of female college graduates. Nearly 65 percent of all college graduates are women. This gender/education dynamic seems to be reflected in the percent of women in the county under age 44.



Percent of age group with at least a Bachelor's degree in Door County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The U. S. Bureau of Labor Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working include those who are unemployed and those who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

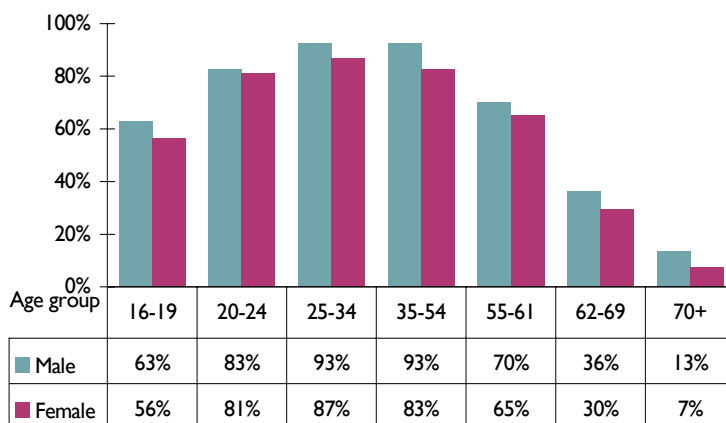
Another measure used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five high participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Door County is quite close to the state average at 72.1 percent.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full-time basis. However, this changes in peoples' early twenties and will normally peak between the ages of 25 and 54 when nearly 90 percent of that aged population is attached to the labor market. The participation rate begins to decline after age 55. This is usually related to retirement, although in some cases it could also be related to health issues.

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force to now where their participation is nearly equal to

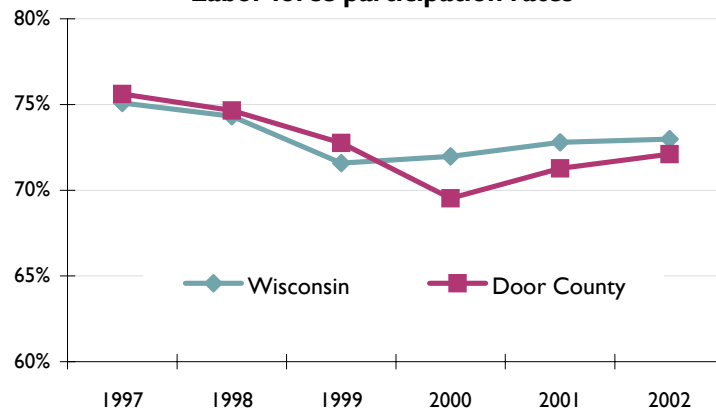
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Door Labor Force Participation by Age & Sex in 2000



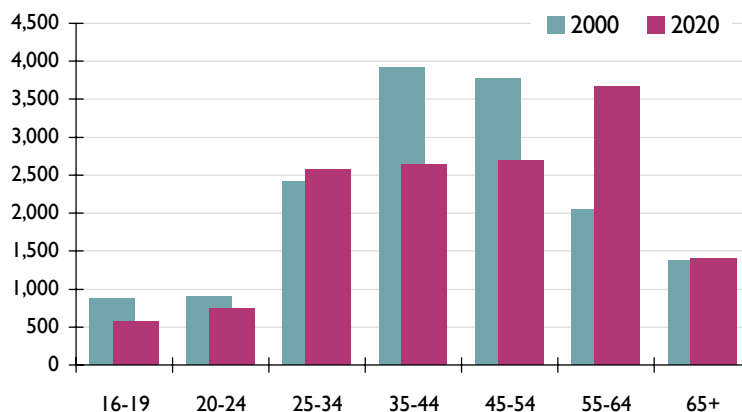
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Door County

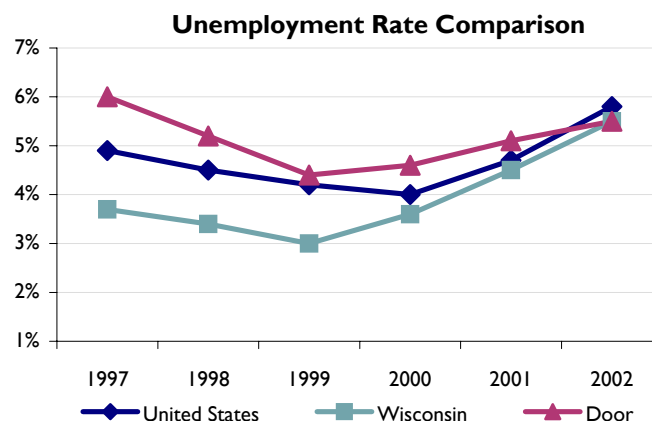


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Door County Workforce Profile

men. While the percent women in the labor force follows the same basic trends as men, it remains slightly below them in all of the age groups.

The county's labor force, employment and unemployment patterns have followed the state and national trends during the last five years. Currently the unemployment rate is very close to the state and nation.



Door County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	15,717	15,661	15,227	15,662	16,349	16,567
Employed	14,769	14,840	14,563	14,944	15,511	15,664
Unemployed	948	821	664	718	838	903
Unemployment Rate	6.0%	5.2%	4.4%	4.6%	5.1%	5.5%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in during the next seven years. The two lists are quite different in expected wages and training requirements.

Although there are fewer opportunities within the fastest growing occupations, they offer substantially higher wages, and for the most part are very transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller base of positions in the area, so small growth will be a large percent of the field, while the occupations with most openings already have a large number of jobs, so it is more difficult to maintain a high growth rate. One other major difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrns Sysms Soft	Bachelor's degree	\$23.35
	Network Sysms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrns Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

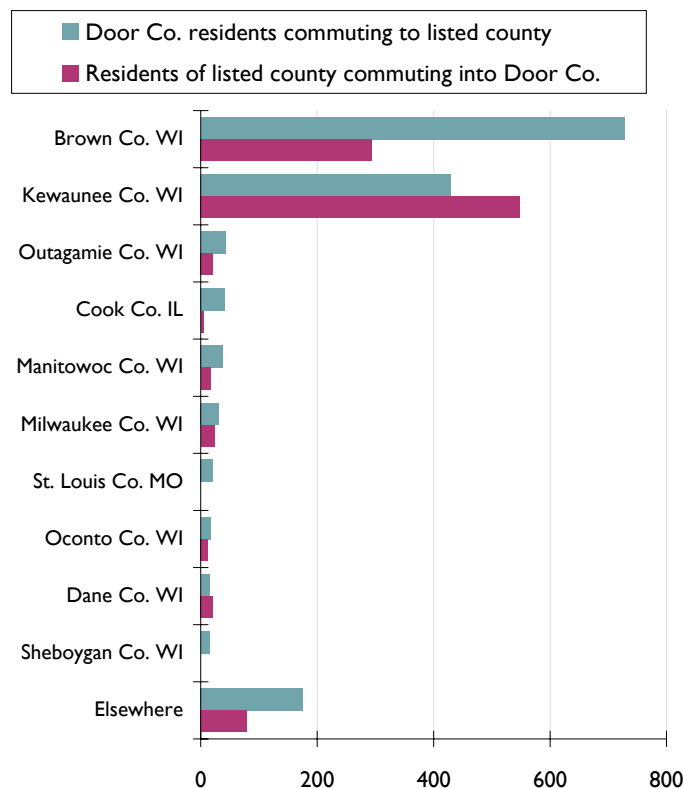
County Commuting Patterns

Commuting patterns is one additional way of looking at a county's labor force. Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just

crossing a street or river. In other places there may be a substantial commute.

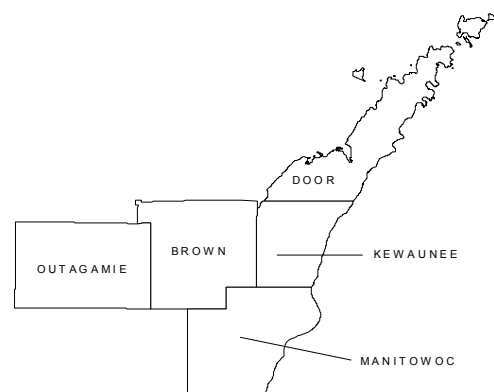
When looking at Door County's commuting patterns, there are two things that stand out. One is that the majority of interaction with jobs and workers from other counties is limited primarily to two counties, Brown and Kewaunee; the county's closest neighbors. Although a few workers may commute as much as 100 miles one way, most are probably traveling less than 30 miles.

The other factor is that Door County is an exporter of workers, although it only loses about four percent of its workforce. Approximately 500 more workers leave the county for employment than enter the county. The majority of this loss occurs with Brown County which is a metropolitan statistical area and has a larger economic base with more job opportunities as well as a wider array of occupations. Wages are generally higher in a metro area than a non metro area. Many times workers from the metro areas will move to a non-metro area for quality of life reasons, lower living costs and a greater availability of housing, but still retain their employment in the metro area.



	Door Co. residents commuting to listed county	Residents of listed county commuting into Door Co.	Net gain or loss of workers
Brown Co. WI	728	294	-434
Kewaunee Co. WI	430	548	118
Outagamie Co. WI	43	21	-22
Cook Co. IL	42	5	-37
Manitowoc Co. WI	38	17	-21
Milwaukee Co. WI	31	24	-7
St. Louis Co. MO	21	not avail.	not avail.
Oconto Co. WI	17	12	-5
Dane Co. WI	15	21	6
Sheboygan Co. WI	15	not avail.	not avail.
Elsewhere	176	80	-96

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930's as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

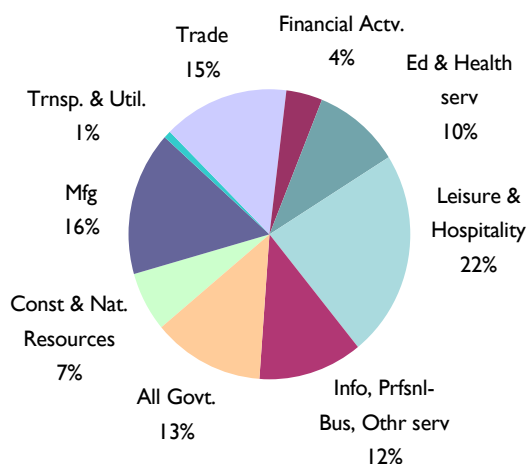
output. For example, if a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to services-based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Door County, with 16 percent of manufacturing employment, falls between the state average of about 19 percent and the national average. The primary industry group in the Door County is the leisure and hospitality group. This was not always the case. As recent as the early 1980's the share of manufacturing was over 32 percent. Like the nation, Door County has had a declining share of manufacturing employment.

With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors, which have been growing faster than the goods producing sectors during the last 30 years. This should provide plan-

(Continued on page 7)

Door County Industry Distribution: 2002



2002 Industry Employment in Door County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	921	7%	Construction & Mining	7%
Manufacturing	2,260	16%	Manufacturing	18%
Transportation, warehousing & utilities	96	1%	Transportation, utilities & communication	1%
Trade (wholesale & retail)	2,030	15%	Wholesale trade	2%
			Retail trade	25%
Financial activities	582	4%	Finance, insurance & real estate	6%
Information, professional & business services, other services	1,659	12%	Services & misc (incl. agr, forestry, fishing)	29%
Education and health services	1,387	10%	Government	25%
Leisure & hospitality	3,200	23%		
Government	1,777	13%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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ners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and in Door

County. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

Although the prominence of manufacturing has declined, three of the largest industries sectors and three of the largest businesses are in manufacturing.

Top 10 Industry Groups in Door County

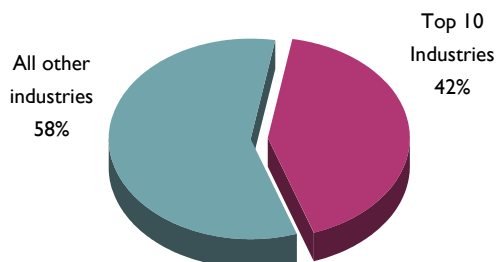
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Services and Drinking Places	92	1,048	-87
Educational Services	11	794	-22
Accommodation	69	624	-41
Executive, Legislative, & Gen Government	14	581	-19
Transportation Equipment Manufacturing	*	*	*
Machinery Manufacturing	6	503	-9
Specialty Trade Contractors	75	492	4
Fabricated Metal Product Manufacturing	11	457	12
Hospitals	*	*	*
Membership Organizations & Associations	27	375	31

*data suppressed to maintain confidentiality

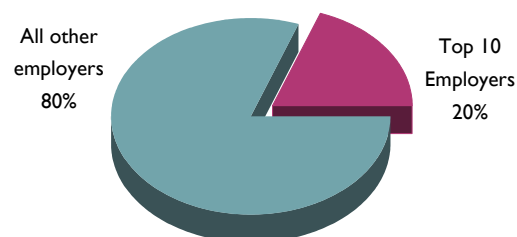
Top 10 Employers in Door County

Company	Product or Service	Size
Door County Memorial Hospital	General medical & surgical hospitals	250-499
County of Door	Executive & legislative offices, combined	250-499
Manitowoc Marine Group LLC (Bay Ship)	Ship building and repairing	250-499
Hatco Corp.	Commercial & service machinery manufacture	250-499
School Dist. of Sturgeon Bay	Elementary & secondary schools	100-249
Southern Door Public School	Elementary & secondary schools	100-249
Palmer Johnson, Inc.	Boat building	100-249
Door County Young Men's Christian	Civic and social organizations	100-249
Baylake Bank	Commercial banking	100-249
Wal-Mart Associates, Inc.	Discount department stores	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Door County Workforce Profile

Average annual wages vary by industry due to hourly wages, occupations in an industry as well as the number of hours worked. A comparison of average annual wages between manufacturing and trade will show a significant difference, however, it cannot give you wage differences, since trade is influenced by seasonal patterns and a large number of part-time workers. Manufacturing on the other hand is more steady throughout the year and offers more fulltime opportunities with the potential of overtime.

Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Door County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 22,576	70%	3.1%
Natural resources	\$ 25,481	\$ 18,567	73%	6.3%
Construction	\$ 39,649	\$ 32,692	82%	6.6%
Manufacturing	\$ 40,584	\$ 32,173	79%	3.9%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,690	69%	2.6%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 25,026	62%	2.5%
Professional & Business Services	\$ 36,324	\$ 24,800	68%	-3.9%
Education & Health	\$ 33,768	\$ 29,494	87%	3.9%
Leisure & Hospitality	\$ 11,837	\$ 12,199	103%	1.9%
Other services	\$ 19,500	\$ 14,323	73%	-0.3%
Public Administration	\$ 33,769	\$ 23,492	70%	3.9%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

The seasonality of jobs and differences in the number of hours also make it difficult to make direct comparisons within the same industry groups between different areas or with the state. It does however, give some idea of income within a county as wages are a major portion of per capita income.

While manufacturing employment has declined, it still provides the largest portion of wages in the county's economy. The leisure and hospitality industry provides the greatest number of employment opportunities.

2002 Employment and Wage Distribution by Industry in Door County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

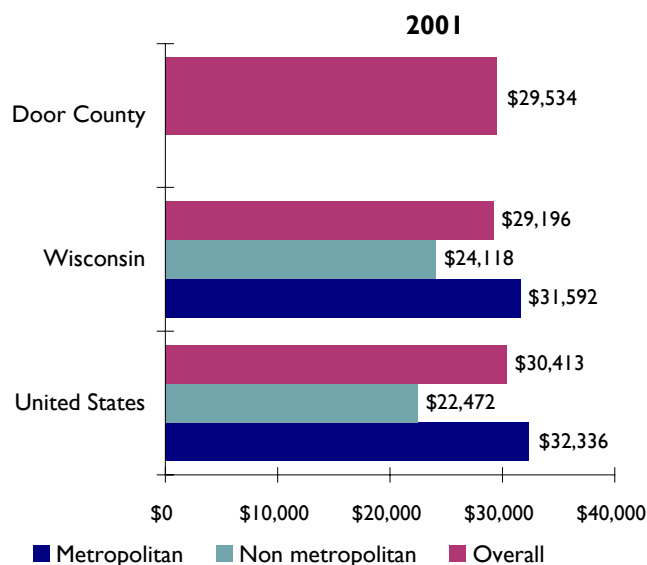
Like the state and nation, the majority of PCPI in Door County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent from net earnings is lower than the state and national av-

erage. This is offset with a greater percentage coming from the other two sources. This may be a result of an older population that receives dividends, rent and pension benefits.

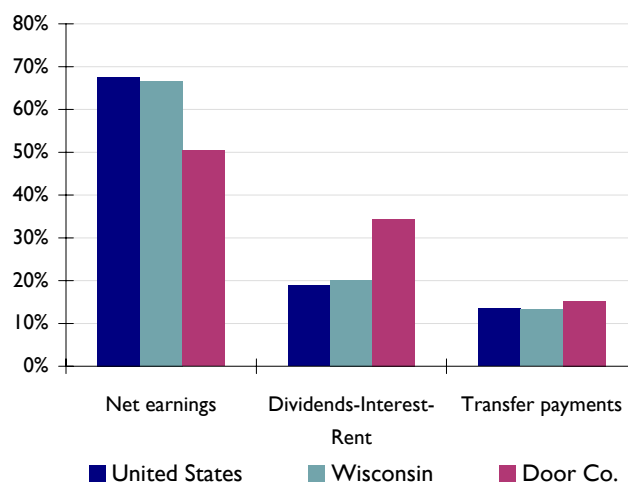
PCPI in the county was \$29,534. The PCPI was above the state level of \$29,196 but lower than the nation. The growth rate for the county's PCPI was above both the state and national increase.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Door County	\$21,668	\$23,379	\$25,587	\$26,819	\$28,571	\$29,534	3.4%	36.3%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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